

~ A Special Verizon Heritage Golf Tournament Edition of ~

Our Town

A Newsletter of the Town of Hilton Head Island

Mayor's Note

Support the Verizon Heritage Golf Tournament



Mayor Tom Peeples

As you know by now, the Verizon Heritage golf tournament is in need of sponsorship for April 2011 and beyond to continue its great tradition. As your Mayor, and as a proud member of the Heritage Classic Foundation, I have dual responsibilities that overlap into one simple message: We need your help and participation to keep this important international event on the Island. The reasons are many and all benefit our community.

A few years ago, an independent economic impact study showed that over \$84 million in sales are generated by the tournament. Currently, that number

can be reasonably revised to amount to nearly \$100 million. Hilton Head Island businesses, the study concluded, take in more than \$52 million every year during the tournament and that number also is probably higher now. The study indicated that the tournament results in over \$4 million in sales tax each year. Hotels, short-term rentals, retailers, realtors, and restaurants are a few types of businesses that benefit from the tournament. Many of the businesses that benefit directly from the tournament are, in large part, operated and owned by Island residents. Those same Island residents are the ones that make our town a community by donating their time, talent, and treasure back into the Island. A very real and direct fact about one benefit of the tournament is that its existence makes your property taxes lower. The revenue generated from accommodations and hospitality taxes, paid by visitors, keeps your taxes lower. If not for that source of revenue, property taxes would have to share the load to fund our budget.

The tournament provides significant support to area non-profits and benefits college-bound students with scholarship money. Almost \$20 million has been distributed to those in need. In 2009, for example, \$1.3 million

was distributed to area charitable organizations, the arts, medical institutions and college scholarships. If you've attended the tournament, you have witnessed local non-profits, schools and volunteer groups selling food and drink concessions to tournament patrons. Proceeds from these sales are poured right back into these organizations to help address their needs. Area residents directly benefit from the golf event.

More than 1,200 volunteers work for the tournament and lend to its success. As Mayor, I firmly believe that while the tournament is not classified as a "civic" event, it is no less one because of the significant community (volunteer) support it receives. The event is one the community rallies around. So buy some tickets, become a corporate sponsor, or volunteer your time by contacting the Verizon Heritage Tournament Office located at 71 Lighthouse Road, Suite 4200, Hilton Head Island (843-671-2448 or toll free at 1-800-234-1107) or visit the tournament's website at www.verizonheritage.com.



Chairman's Note



Simon Fraser

As Chairman of the Heritage Classic Foundation, I want to thank Mayor Peeples for inviting me to address the value of the Verizon Heritage golf tournament and to solicit additional community support. While the Verizon Heritage enjoys unmatched community support among PGA TOUR events, the tournament in these tough economic times needs even more local support.

Due to the economic downturn, sponsorships and ticket sales in 2009 were not as robust as in years past. The tournament's success, in part, relies on local and area support through sponsorships and ticket sales, and you will find information on page 6 that explains how you can become a part of our success.

We are fortunate to have Verizon Business as our title sponsor for 2010 and look forward to this last event with Verizon and expect this year's tournament to be the best yet for Verizon and its customers. Verizon and its predecessors have been a tremendous title sponsor and contributed much to our community beyond the Verizon Heritage. Unfortunately, Verizon has elected to not continue as the tournament's title sponsor in 2011 and beyond, and the Heritage Classic Foundation is diligently searching for a new title sponsor. We appreciate the tips and contacts that have been shared with us by many in our community and enjoy the support of local and state government in our search for a new title sponsor for 2011. We are confident

that we will be successful in finding a new title sponsor, and our stop on the PGA TOUR will continue for many more years.

As Chairman of the Heritage Classic Foundation, my biggest thrill is not sharing in the glamour of handing a sizable check to the winner of the tournament each year, rather, it is the interaction and handing checks to area non-profits such as the Children's Center, Boys and Girls Club, Deep Well, CAPA (Child Abuse Prevention Association), Strive to Excel, and Literacy Volunteers of the Lowcountry. Dozens of other non-profits are annual recipients of funds raised through the Verizon Heritage. Additional funding categories include: the arts, education, athletics, basic needs organizations, the physically challenged, and public health. The Mayor's Note above bears repeating: thanks to our Island's PGA TOUR

- Continued on page 2



- *Chairman's Note Continued from page 1*

event, over \$1.3 million was donated by the Heritage Classic Foundation to area non-profits in 2009. Last year's distributions brought the grand total of giving to almost \$20 million. These numbers represent the greatest value of the tournament. Not bad for a tournament in one of the smallest markets on the PGA TOUR.

The international attention Hilton Head Island receives is a real source of pride for all of the Trustees of the Heritage Classic Foundation. If you have seen television coverage of the event, particularly aerial shots from the blimp of Harbour Town, the Harbour Town Links Golf Course, and Calibogue Sound and the surrounding area, you understand the attention the tournament generates for our Island. Coverage of that sort cannot be matched by all the advertising dollars imaginable. In addition to live coverage, Fox Sports Affiliates carry the tournament to Australia, Pan-Asia, France, Spain, South Africa, Germany, Mexico, Venezuela, New Zealand, Singapore and South Korea. European networks air the tournament to more than 60 million potential house-

holds throughout the United Kingdom and Europe. What's good for the tournament is good for Island businesses like hospitality, real estate, and retail. The economic impact of the Verizon Heritage for Hilton Head Island has been measured and is substantial; however, the notoriety and publicity for our Island paradise cannot be replaced or duplicated if we should lose this event.

How can you help? As Mayor Peebles mentions above, buy tickets, become a corporate sponsor, and volunteer your time to the tournament. If you cannot attend the tournament because of work due to the influx of visitors created by the tournament, buy tickets and give them to customers, clients and friends. If you participate in these ways, your contribution to the tournament's success will enhance the quality of life in our community.

Thank you for your support over the last 41 years and your continued support this year and in the future. We look forward to seeing you April 12-18 at the Heritage.

2010 Verizon Heritage Golf Tournament



Date: April 12 - 18, 2010
Site: Harbour Town Golf Links
The Sea Pines Resort
Hilton Head Island, SC
Field: 132 Players
Competition: 72 Holes of stroke play,
cut to low 70 and ties
after 36 holes.

~ See Page 6 for Schedule of Events ~

Did you know...

- Harbour Town Golf Links was designed by Pete Dye in consultation with Jack Nicklaus in 1969.
- Average age of spectators is 50.9
- More than 1,200 volunteers work throughout tournament week
- Approximately 135,000 people attend the Verizon Heritage each year.
- The Tournament is aired in Australia, Pan-Asia, France, Spain, South Africa, Germany, Mexico, Venezuela, New Zealand, Singapore, South Korea, United Kingdom, and throughout Europe.
- Davis Love III is the golf tournament's only five-time winner.
- In 1969 the tournament purse was \$100,000. In 2010, the purse is \$5.7 million.
- Arnold Palmer was the winner of the first tournament in 1969.
- 48% of spectators attend the tournament for four or more days.
- Davis Love III (1991 and 92), Payne Stewart (1989 and 90) and Boo Weekley (2007 and 08) are the only defending champions to repeat.
- Davis Love III holds the longest current streak of consecutive appearances at the Verizon Heritage. The 2010 tournament will mark his 25th start.
- Nature Valley gives away 30,000 granola bars each year at the tournament.
- Spectators eat more than 1,500 pounds of barbecued pork sandwiches served at the concession stands.
- The tournament pumps more than \$100 million into the State of South Caorlina's economy.
- The Verizon Heritage has been played in the month of April since 1983.
- The oldest winner was Hale Irwin in 1994 at age 48, 10 months, 14 days.
- The youngest winner was Davis Love III in 1987 at age 23, 6 days.
- The highest score recorded by a winner was 283 by Arnold Palmer in 1969.
- The lowest score recorded by a winner was 264 by Brian Gay in 2009.



2009 Champion
Brian Gay and Family

Drive Up Charity Dollars

The Heritage Classic Foundation license plate is a great way to show your tournament support all year.

The plate not only gives South Carolina residents a year-round way to show their support for the Foundation's charitable work, it also creates additional awareness for the Verizon Heritage.

The plate is available at DMV satellite offices all over the state of South Carolina. The plate costs \$75 and is good for two years. In the first year, \$66 is donated right back to the Foundation to be used for charitable giving. In the future, every time the plate comes up for renewal, \$71 will be given back to the Foundation.



To purchase a Heritage Classic Foundation license plate, stop by your local S.C. Department of Motor Vehicles office or visit www.scdmvonline.com to download an application.



Saluting a Heritage Volunteer

Imagine being in the third decade of your retirement, supervising 1,200 workers, and loving every minute of it.

The Verizon Heritage is lucky enough to have that man. Ray Angell is the General Chairman of the tournament's volunteer organization.

Since he was a youngster growing up in Pittsburgh, Ray has always done that little extra to get the job done right. His dad, a golfer, taught him that, and Ray went on to a successful engineering career.

After graduating with honors from the University of Pittsburgh in 1959, where he majored in Metallurgical Engineering, Ray hooked up immediately with Babcock and Wilcox, a large international firm manufacturing tubular products with headquarters in Beaver Falls, Pennsylvania.

It wasn't long before Ray began to move up the corporate ladder in this highly competitive business. The company employed 8,000 workers and achieved \$1 billion in sales.

Before retirement in 1987, Ray became a Vice-President with both U.S. and international responsibilities.

With his wife Lois, whom he married while in college, Ray retired to Hilton Head Island. He liked to play golf and is an 18-handicapper.

Not long after moving to Hilton Head Island, a neighbor, Bob Scribner, asked Ray to help him as a Marshal at the Heritage. Bob was the 10th hole captain, and Angell enjoyed the action.

Three or four years later, Ray took over as the Captain at the 10th hole. A few years after that, he became Chairman of the back nine. He later chaired all the Marshals before being named Chairman of all the Volunteers four years ago.

In all, this will be Ray's 24th year as a Heritage Volunteer, and he still gets a big bang out of the tournament.

"It's a thrill to see all of these great pro golfers up close," says Angell. "What a great show it's been to watch Couples and Mickelson and Love and so many others perform right here at Harbour Town, a course I've played many times."

Asked what was his greatest experience as a volunteer, Ray answered quickly, "That's easy. It was a few years ago, and I was in my cart near the Clubhouse when I heard an emergency message over my radio.



"The volunteer on the second hole radioed everybody saying that a little girl had lost her parents.

"A lady standing near my cart heard the message and said, 'Ask him what the little girl's name is.'

"Back came the answer, and the lady screamed, 'That's my daughter!'

"I said, hop in the cart, and I'll drive you over to #2. What a thrill it was for me to see that happy reunion."

If you are interested in becoming a volunteer, please contact Bonnie Hunt at (843) 671-2448 or visit www.verizonheritage.com.



40 Years of the Heritage

The following is an article written in part by Joel Zuckerman for the 40th Anniversary of the Heritage Golf Tournament in 2009 and is reprinted with his permission here. It may be viewed in its entirety at www.cybergolf.com/golf_news/40_years_of_the_heritage.

It was Thanksgiving Weekend, 1969, and none other than his eminence, Arnold Palmer, won the inaugural event at the then brand-new Harbour Town Golf Links, in what was originally called the Heritage Classic.

Here are different recollections of the folks who have been, in one way or another, closest to the event.

Steve Wilmot - Tournament Director. "In 1988 when Greg Norman granted a 'Make a Wish' to a young man with a terminal illness named Jamie Hutton. He wanted to meet Greg, he came here, walked inside the ropes with him, and Greg ended up winning, and gave the trophy to Jamie. That situation went well beyond just a golf tournament."

Angus Cotton - Original founder of the Heritage Foundation along with Sea Pines visionary Charles Fraser. "When we started the Foundation in 1986, Sea Pines itself was close to bankruptcy. We were trying to make payroll on Fridays, and every Thursday was a scramble to find enough money to pay all the employees and keep the place running, and the tournament in place. Fortunately, the islanders started buying tickets in droves right after the first of the year, and the cash influx finally got us on firmer financial footing, but it was touch-and-go there for quite awhile, regarding whether we were even going to be able to stage the 1987 event."

Pete Dye - Course Designer. "My wife Alice designed the 13th hole, that wonderful short par-4 with the island of sand surrounding the green, shored up with railroad ties. I was raking that bunker one morning during that first tournament, and two spectators were waiting for the players to come through. One says to his friend, 'Look at this incredible hole that Jack Nicklaus designed.' I looked up from the bunker, and said, 'This hole was designed by a beautiful and talented woman.' I heard the other guy mutter to his friend, 'Can you believe the grounds crew gets drunk this early in the day?' "

Alice Dye. "I remember the players were getting ready to tee off on the first day of the first tournament. I can still see Sea Pines founder Charles Fraser walking down the first fairway towards the clubhouse with a huge armload of lateral hazards stakes, saying, 'Who put these ugly red sticks all over our golf course?' He was so new to tournament golf he didn't realize they were part of the course."

Angela McSwain - Verizon Heritage Marketing Director. "My favorite moment was in 2006, when Aaron Baddeley spoke at the Sunday morning church service. He was so honest in talking about how his PGA Tour career wasn't going as planned, and how he hadn't met his own, or other people's expectations of him. Then later that day, he won our event for his first victory on Tour."



Stan Smith - 35-year area resident, former U.S. Open and Wimbledon tennis champion. "Frank Conner was a top-ranked junior tennis player my age, and a friend of mine. He had great hands, but didn't move that well on the tennis court, so he turned his focus to golf. In the early 80s he got into a playoff here with Tom Watson. I was behind the green on the 17th, and Frank's putt to win the tournament barely lipped out. Then he hit into the marsh on 18, and Watson won. But I was so impressed with his transition to an entirely different sport."

Kyle Poplin - Editor of Bluffton Today. "One year at Media Day they announced the winner of the long-drive contest would be able to donate money to their designated charity. They would take the combined yardages of the top three finishers, and donate that dollar amount. I don't play much golf, and had never won a contest like that. But I somehow won, and we were able to make a nice donation to the Ronald McDonald House in Michigan, where my wife has spent nine months with our baby son, Tyrus."

Billy Andrade - 18-time Heritage Participant. "One year in the Pro-Am we had a really strong team, but one of the guys actually hit four separate spectators during the round. He hit a marshal, somebody from his own family, and these weren't glancing blows or bouncing balls - he knocked a few people down. Luckily, nobody got hurt. We started calling him 'The Assassin,' and afterwards I think his buddies gave him a custom T-shirt with his new nickname as a gag gift."



Steve Wilmot. "A few years ago, when Davis Love III won for the fifth time, he took my son Charlie with him in the golf cart, to the interview room, let him hold the trophy, and treated him so wonderfully. Everyone was telling me afterwards how well Davis was treating his son, and I said, 'Wait a minute; that's my son!' "

Pete Dye. "I remember Arnold Palmer hitting driver everywhere but the par-3s when he won that first year. These days, the pros are 40 yards longer off the tee, and 20 yards longer on the approach, so the golf course plays 60 yards shorter per hole. But the players don't hit driver too often these days. They may be long, but they aren't necessarily straight!"

Joel Zuckerman. "The incredibly beautiful scenery, both of the Calibogue Sound, and the women-folk who attend the tournament in droves . . . 'tens, dressed to the nines!' It's no wonder that plenty of spectators come to the golf tournament, but don't watch a whole lot of golf!"



Blanche Sullivan - Former Editor of Hilton Head Monthly. "A conversation I had with Charles Fraser about the very first Heritage is my favorite tournament memory. He was very passionate about pulling the tourney together and how he believed that it would truly put Hilton Head on the map. He explained that an integral part of his plan for success included having a legend, such as Arnold Palmer, participate in the tourney. According to Mr. Fraser, Arnold would only attend if able to fly his own plane to Hilton Head's new airport. Fraser reportedly phoned the airport's 'powers that be' and emphatically requested the runway be cleared for his landing. Arnold came, took home the trophy and the rest, as they say, is history."

Simon Fraser - Chairman, Heritage Classic Foundation. "In the early years, there was an annual oyster roast held during tournament week at the home of Donald O'Quinn, who was the head of development at Sea Pines. Many of the players, including luminaries like Jack Nicklaus and Arnold Palmer, would attend, showing just how homey and intimate the tournament was in those early years."

Arnie Burdick - Tournament Information Director. "In 1989, Payne Stewart and Kenny Perry were dead even after two rounds, well ahead of the field. Then Payne walked away from Kenny over the weekend, winning by five, and won a playoff the following year, to become the first player to win back-to-back at Harbour Town."



Billy Andrade. "I was on the driving range post-round a few years ago in late afternoon, with almost nobody else around. I see some 'over-served' goofball strip down, and jump in the lagoon to the left of the 10th fairway, not far from where I'm practicing. His buddies are egging him on and laughing while he's doing some water ballet moves. Meanwhile, a gator starts swimming towards him! He hustles to the edge, loses his flip-flop, which the gator manages to grab, and then runs towards the condos on the far side of the lagoon. Some state troopers in a golf cart hustle over, ask me if I saw where he went, and I point him out, hiding behind a tree. Then all his buddies, obviously drinking all day like the swimmer, start razzing me, for turning him in!"

Paul deVere. "Years ago my two-year old twins ran out onto the 10th tee when Fuzzy Zoeller was getting ready to tee off. He very gently escorted them back under the ropes. He hit his drive, then came over and gave each child a tee before he headed down the fairway. The kids are now in college, and they each still have their Fuzzy tee."

Jack Nicklaus - Course consultant, 1975 champion. "Harbour Town was the first golf course in which I was ever involved, so that, in and by itself, makes it a very special place to me. I am not only proud that the players always talk so favorably about it being a fine golf course, but today, it remains a great golf course. If you think about it, Harbour Town opened for play in 1969, and although so much has happened in the game of golf over the last 40 years and, because of equipment, we are constantly seeing newer golf courses rendered obsolete the day they open. Harbour Town has not had to be substantially changed to meet the demands of today's players. It is one that has stood the test of time. On another note, it is certainly a source of pride that I was able to win a tournament on a golf course that I helped design."

Cary Corbett - Sea Pines Sports Director. "In '74, the year he won the tournament, Johnny Miller knocks a tee shot on the 7th hole into the live oaks on the left side. It ricochets off the tree, and into the cup for an ace."

John Richardson - Longtime Ocean Course and Heron Point Head Professional at Sea Pines Resort. "In 1976 I was walking around the yacht basin with family members. We ran into Hubert Green, who was strolling around by himself. He struck up a conversation with us out of the blue. We became fans of his, followed him the next two days, and he ended up winning the tournament by five shots."

Angus Cotton. "When we redid the greens years ago, Pete Dye put a huge hump in the middle of the 14th green. Then-PGA Tour commissioner Deane Beman insisted it be removed, but Pete refused. Beman said either the hump or the tournament was leaving Harbour Town, so Pete relented, and removed the hump at his own expense."

Bonnie Hunt. "One time Payne Stewart came running into our tournament trailer, pursued by at least a dozen laughing kids. He locked the door, grabbed a beer, chatted with us for awhile, and then went out to sign autographs, laughing the whole time. The crowd was as big when we went out as it was when he came in."

Cary Corbett. "Ben Crenshaw once made a 14 on the 14th. He must have put half-a-dozen balls in the water on that par-3, but he was determined to show he had chosen the right club. I guess he wasn't taking into account the wind swirling above the trees. Eventually he took one extra club."

Marion McDuffie - 40-year Tournament Volunteer. "In mid-round, Lee Trevino once said to the gallery around the 9th green, 'Does anyone have a TV that's working in their villa? Because mine isn't and there's a big game tonight.' A woman I knew said 'sure' and Lee went over to her and got her villa number. Sure enough, he showed up that evening with a few friends, and they all sat around together and watched the game."



Mark Love - Brother and caddie for Davis Love III. "I was too young to actually remember his participation, but my father actually played in the inaugural Heritage, in 1969. Years later he would tell us how the pros thought it was one of the most radical courses they'd ever seen when they first arrived. Everyone knows Davis has won the event five times, but it's also pretty cool that my dad was in the very first field."

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Sponsorships

Hospitality and Advertising

Verizon Heritage Sponsorship Packages are available for any business's budget. Customized hospitality and advertising can be created to meet the needs of any company. Skybox, Hospitality Tent, Heritage Expo Village, Friends of the Heritage, Patron Packages and all new Bleacher Sponsorships are being offered for the 2010 event.

Call Bill Wagner at (843) 671-2448 or email him at bill@heritageclassicfoundation.com for more information.

Schedule of Events

Monday, April 12

Pro Practice Rounds	Morning
Opening Ceremonies - 18th Green	12:00 pm
Harbour Town Cup Pro-Am	12:00 pm - 6:00 pm*

Tuesday, April 13

Pro Practice Rounds	All Day
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The PGA TOUR Professionals are invited to play at their discretion. No advance starting times are available. A pairings board is located by the 1st tee and is continually updated as players begin their rounds.

Coca-Cola Youth Day	
Putting Contest - Putting Green	3:00 pm - 5:00 pm

Wednesday, April 14

Verizon Heritage Pro-AM	7:00 am - 6:00 pm*
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Thursday, April 15 & Friday April 16

First Round and Second Rounds	
Morning Starting Times	7:30 am - 9:00 am*
Afternoon Starting Times	12:00 pm - 1:30 pm*

Saturday, April 17

Third Round	
Starting Times	8:30 am - 1:30 pm*
Tartan Day	
<i>Judging in the tent by the Clubhouse</i>	12:00 pm - 2:00 pm

Sunday, April 18

Church Service - 18th Green	7:30 am
Final Round	
Starting Times	8:30 am - 1:30 pm*
Trophy Presentation - 18th Green	
<i>Takes Place immediately following the close of play</i>	

*Times are Approximate - All Times are Subject to Change



2009 Opening Ceremonies

Tickets can be purchased at

www.verizonheritage.com

or by calling 843-671-2448

